



# WISCONSIN MAIN STREET News

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## 11th Annual Main Street Awards —Where Volunteers Set the Stage

On May 11, the Wisconsin Main Street Program's 11th-annual awards program was held at the Grand Opera House, in Oshkosh. A black tie optional dress code was in place in honor of the "Oscar" theme. Main Street managers and council members announced award winners by opening sealed envelopes. The gold statuette awards also reflected the theme. Governor Scott McCallum announced the final award of the evening, the Spirit Award, with a pre-recorded videotape.

The awards recognize the year's best downtown revitalization projects and outstanding volunteers in Wisconsin's Main Street communities. More than 125 nominations were submitted for consideration this year. The following is a description of the award winners in each category. The Department of Commerce congratulates all the nominees on their winning efforts.

### BEST PUBLIC-PRIVATE PARTNERSHIP IN DOWNTOWN REVITALIZATION

*Recognizes the Main Street organization and government entity that has demonstrated the highest degree of cooperation.*

**Winner:** City-Wide Christmas Decoration Project, Columbus

The last time city-wide Christmas decorations had been purchased in Columbus was 1969. In the spring of 2000 a committee made up of representatives from CDDC/Main Street, Columbus Water and Light, Columbus Area Chamber of Commerce, the Columbus Department of Public Works, and the local businesses began to meet to do something about this problem. They chose to purchase new decorations and immediately began to raise money to cover the cost, which was \$6,300. The Columbus Merchants Group placed collection cans in local businesses. By year-end, nearly \$7,500 had been raised.

Columbus Water & Light agreed to put up and take down the decorations annually, and the Department of Public Works agreed to store them. Everyone in Columbus beamed with pride on the evening of the Annual Christmas Parade when the new decorations were lit for the first time.



*2001 Wisconsin Main Street Awards—  
Grand Opera House, Oshkosh*

### BEST PRINTED PROMOTIONAL ITEM

*Recognizes the best printed promotional piece produced by a Main Street organization. It is judged on graphics, type, layout, content, and distribution.*

**Winner:** On Broadway Marketing Packet, On Broadway Marketing Committee

The Marketing Committee decided to develop a marketing piece that could be varied according to the intended target. The committee revised all existing pieces with upgraded text and a consistent look and designed a folder that could hold all the promotional pieces. The district offers are unique retail and historic districts. These niches were addressed in the new tourism brochure that includes an illustrator map and historic walking tour. In addition, the marketing packet contains a CD to recruit businesses and volunteers, a general brochure, a construction planning guide, and a new look for the newsletter. Total cost of the project was \$24,372. With in-kind donations from area designers, total cost to On Broadway was \$2,412.



## 2001 Main Street Awards

### BEST CREATIVE FUND RAISING EFFORT

*Recognizes the Main Street organization that has displayed the most creativity and success in securing funds for its downtown program or a special project.*

**Winner:** Black Beard's Bash, Positively Pewaukee Gala Fund Raising Committee

This fund raising event met all of Positive Pewaukee's goals. It showcased the organization, brought the community together and turned a profit. More than 150 people attended Black Beard's Bash. The pirate theme was selected because of Pewaukee's rich history of boating. The invitation was half of a treasure map. The other half of the map could be picked up at area businesses. A 4,000-square-foot vacant warehouse was decorated with a variety of cast off items including crates, sails, fishing nets, a cannon, tiki torches, and a wooden boat. The majority of the guests came in costume and several sword fights broke out during the evening. Black Beard himself auctioned off donated items. Program ads, corporate tables, and card games also raised funds. The highlight of the evening was the "Diamond Dig." Guests got to "dig" through a treasure chest filled with sand, two diamonds, and more than 100 sapphires, rubies, garnets, and other gems donated by the Jewelry Mechanic. The event raised just under \$10,000 for Positively Pewaukee, approximately \$3,500 more than last year.

**Honorable Mention:** Red Wing Stoneware Sale, Black River Falls Downtown Association

Black River Falls has sold limited-edition Red Wing Stoneware every year since 1988. In 2000, 500 Cherry Band Pitchers, a more expensive and distinctive piece, were purchased at a cost of \$13.75 each. The pitchers were sold for \$30. Roughly 40% of the pieces were pre-sold with the rest on sale at 16 different downtown merchants. The Downtown Association raised just under \$7,000.

**Honorable Mention:** Drive-in Movie, Ken O'Dierno, Kevin Edwards and the De Pere Main Street Drive-in Movie Committee

A 1954 black and white 3-D movie entitled "Creature from the Black Lagoon" captured the interest of 1,000 people in downtown De Pere. Profits from admission, sponsorships, food and refreshments totaled \$5,400. Marketing the movie with a creature costume from Hollywood created interest in print, television, and radio media.

**Honorable Mention:** Note Card 2000 Project, Sheboygan Falls Chamber-Main Street

Sheboygan Falls partnered with renowned local artist Kitty Klich to present the first in a series of note cards that will be designed from original oil paintings of well-known Sheboygan Falls landscapes. The Sheboygan Falls Jaycee Footbridge was this year's edition. Visitors could watch firsthand as the artist worked in a downtown storefront. The original painting helped raise more than \$2,200 when it was raffled off at this year's Main Street Memories celebration. The artwork was also reprinted onto high quality stock for use as a note card or greeting card. To date, 135 packages have been sold for \$935. Profits go towards Main Street beautification projects.

### Best Volunteer Development Program/Project

*Recognizes the Main Street organization that has developed the most thorough effort to recruit, train, motivate, and recognize volunteers for their program or for a specific project.*

**Winner:** Tigerton Veteran's Memorial Park Committee

The Village of Tigerton, the American Legion Post 239, and Tigerton Main Street decided to work together to restore a park that had fallen into disrepair. The committee restored the 1930s Work Projects Administration building and cleaned up the grounds. They also erected a beautiful 6-foot India Black Granite memorial to honor all the veterans that have served our country. More than 350 local veteran's names were placed on two walls next to the memorial. In addition, a walkway with four concrete benches was also installed. The American Legion will be placing two cannons in the park and nine flags will fly as of the dedication on May 28th - Memorial Day. Volunteers completed this impressive project raising all the necessary funds and donating more than 500 hours.

**Honorable Mention:** Beloit Promotion Committee & the Beloit Interaction Committee

In order to bridge the gap between the college and the community, Beloit College students formed the Beloit Interaction Committee or BIC. They contacted the Downtown Beloit Association and were invited to join the Promotion Committee. Since then, they have assisted with many projects, including a welcome kit for first year students, the Halloween promotion, and the annual Spring Clean-Up Day. The two organizations have created a campus-wide volunteer base.

*More than  
265 people  
attended  
this year's  
Main Street  
Awards.*

### Best Downtown Special Event

*Recognizes excellence in a single promotional special event. It is judged on creativity, volunteer organization, and goal achievement.*

**Winner:** The American Wind Symphony, Sturgeon Bay

The City of Sturgeon Bay and the Sturgeon Bay Community Development Corporation combined their strengths to raise \$25,000 to bring the American Wind Symphony Orchestra to Sturgeon Bay. One of the challenges of the event, beyond the fundraising, was finding local families to host 37 young musicians for four days. The performance schedule included free concerts at local nursing homes, senior citizen apartments, hospitals, and businesses. The grand finale on Saturday night took place on a 195-foot barge docked adjacent to a city park. More than 3,000 people turned out to enjoy the patriotic music, ice cream social, and fireworks. Volunteers completed the entire event, from locating housing to scooping ice cream to clean up. This unique, one-of-a-kind musical performance is indeed something Sturgeon Bay can be proud of.

**Honorable Mention:** Meander to Marshfield, Osceola Main Street and Main Street Marshfield

The Osceola and Marshfield Main Street Programs worked in conjunction with the Osceola Area Schools, the Chippewa Falls Main Street Program, the Osceola & St. Croix Valley Railway, and the Minnesota Transportation Museum—all non-profit organizations—to create Meander to Marshfield. This vintage rail excursion carried 204 passengers representing 14 states from Osceola to Marshfield and back after an overnight stay. A \$16,000 Joint Effort Marketing grant was received from the Department of Tourism for advertising. The event raised more than \$2,500.

**Honorable Mention:** Aquafest Classic Car Show-Off and Poker Run, Rice Lake Promotion Committee

The inaugural Aquafest Classic Car Show-Off and Poker Run took place on the opening weekend of the annual 10-day Aquafest celebration in Rice Lake. Car owners visited five automotive retail establishments to receive playing cards for a poker hand. The route paraded the cars around the park where other opening night events were taking place. Approximately 45 cars participated. The event was so well-received that a sequel is planned for next year.

### Best Downtown Retail Event

*Recognizes excellence in a single promotional retail event. It is judged on creativity, cost effectiveness, total participation, and goal achievement.*

**Winner:** Old Fashioned Holidays, On Broadway, Inc.

It was an old fashioned Christmas in Green Bay On Broadway. Kids were petting reindeer, merchants and customers were riding in an old fashioned carriage, store owners were pedaling customers around the district in pedi-cabs, and everyone was eating some type of mouth-watering treat. High, Wet and Wild Taxidermy taught people how to stuff animals and fish. Participants enjoyed attending a bonfire and parade. Sales were up for the 23 participating merchants. More than 50 volunteers helped create this exciting event.

### Best New Building Project

*Recognizes the individual, group or business that has constructed a quality building in the downtown area. It is judged on design quality and an appropriate relationship to surrounding architecture.*



*Mineral Spirits Saloon, after renovation.*

**Winner:** Pete and Lisa Keller, Mineral Spirits Saloon, Mineral Point

Mr. and Mrs. Keller, former general contractors and Chicagoans, came to the area after accepting an employee's offer to stay in a vacation home. They bought a home on Davis Street in Mineral Point. When the 1858 stone building came up for sale, the couple thought it would be an interesting little project. It soon turned in to a big project. The Kellers acquired and rehabilitated the building, being careful to preserve the original stone. Cost of the six-month project was more than \$250,000.





## Main Street Awards

### Best Business Development Success Story

*Recognizes the organization that has completed the most effective business retention and/or recruitment program for its downtown or has improved the economic climate downtown with a successful economic restructuring project.*

**Winner:** Save-A-Lot Food Stores,  
On Broadway, Inc.

When On Broadway Inc. (OBI) had its first town meeting in 1996, neighborhood residents identified a need for a downtown grocery store. Recruiting started in 1997, after OBI finished its Market Analysis to determine the type, size, and product mix the area could support. In 1998, OBI entered into negotiations with a name brand store, but this proved to not a good match. In the summer of 1999, OBI started talking with Save-A-Lot's upper management. Save-A-Lot eventually designed a 32,000-sq.-ft store that fit in with neighborhood architecture. In August 2000, the store held a groundbreaking ceremony. Hundreds of residents attended for music, food, and fun. The neighborhood is proud to be a stakeholder in the grocery store.

### Best Adaptive Reuse Project

*Recognizes the best reuse of a building that has outlived its former use. It is judged on design quality, appropriateness of usage, and economic impact on the downtown.*

**Winner:** Stone House Development,  
Schoolhouse Apartments, Mineral Point

The two-story Romanesque Revival Mineral Point High School was constructed in 1904, and served as the community's high school until 1924. It then served as the city's middle school. The L-shaped building is constructed of rock-faced ashlar with limestone trim on a raised basement. Its intersecting hip roofs were clad originally with asphalt shingles and the

building is enriched with lintels, sills, and a water table of smooth limestone. Stone House Development acquired the property in 1997. The project was funded under a limited partnership of private investors called Mineral Point School Apartments. The project developer was Rich Arnesen, using the architectural services of Steve Rice of The Architects, Ltd. of Madison. This group of experts created 11 one-and two-bedroom apartments ranging from 800-1,600 sq. ft. The \$925,000 project was finished in the spring of 2000 and reached 100% occupancy in January 2001.

**Honorable Mention:** The Ray  
VandenHeuvel Family Campus Center  
of St. Norbert College, De Pere

The Van Dyke Gym was constructed in 1930 along the Fox River. In the 1970s, the building began to be used for office, storage and a fix it shop. By 1980, the deteriorated building was facing demolition. The college decided to transform the building into the Ray VandenHeuvel Family Campus Center. A gym, food court, pub, mail center, and outdoor patio were added along with a 20,000-square-foot addition. Students can even dock a boat at the marina on the shoreline.

### Best Interior Renovation

*Recognizes the business owner's ability to make the best possible use of existing sales space to create a powerful merchandise presentation.*

**Winner:** Tom and Deb Rogers, 206  
Watson Street, Ripon

This renovation has so dramatically improved the appearance of this building that customers continue to remark on the changes months after completion. The drop ceiling, paneling and carpeting were replaced with a decorative ceiling and hardwood maple floors. New plumbing and electrical was installed. The project

had a tight time frame as Elements, a home and garden accessory store, was scheduled to open in six weeks. Sweat equity allowed this renovation to be completed for only \$19,763.

**Honorable Mention:** Cronies, Waupaca

This project involved extensive work on both the interior and exterior. The building, formerly a restaurant, needed interior work to accommodate changes in layout and the Americans with Disabilities Act requirements. The interior colors and shapes were designed to compliment the Art Deco building style. Improvements to the exterior include new signage, new surface treatments on the façade, and a new canopy. Approximate cost of renovation was \$80,000.

**Honorable Mention:** West Bend  
Savings Bank, West Bend

This building, constructed in 1979, needed to meet ADA accessibility standards, and also required extensive work on the HVAC system, communication systems, and work space configuration. The former lobby became six sales offices, a conference room, a safety deposit room, a café/reception area, and an information center. Kubala & Washatko Architects of Waukesha did the design, which incorporates glass, richly stained wood, wrought iron fixtures, and informal lettering. The project was completed in 15 months and cost approximately \$1.3 million.

**REMINDER!**  
GOVERNOR'S CONFERENCE  
ON DOWNTOWN  
REVITALIZATION  
OCT. 8TH-9TH!  
LACROSSE, WI

## Best Façade Rehabilitation Under \$5,000

*Recognizes the best single façade rehabilitation project using \$5,000 or less. It is judged on design quality, creativity, and impact within budgetary and other constraints.*

**Winner:** Tablewood, Mineral Point

This Italianate structure, built in 1866, has a colorful history. Originally a place with a "bad reputation," it now houses Tablewood, a specialty woodworking and glass store. The current owners of the building, David and Carole Solheim, wanted to give the building a new look to go with the new business. The façade work included repainting the exterior with a more appropriate scheme of cream, wineberry and pewter. The plywood on the windows was removed and replaced with glass. Despite some delays in getting the glass, the project was completed in less than two months. The total cost of the rehabilitation was just under \$2000, with the glass costing \$900. The Solheims plan to install a pair of old-fashioned 8-foot tall screen doors on the front entrance later this year.

## Best Façade Rehabilitation Over \$5,000

*Recognizes the best single façade rehabilitation project completed using \$5,000 or more. It is judged on the physical design of the façade, which should enhance the commercial district in appearance or function and encourage further design improvements.*

**Winner:** 331-335 North Broadway, Green Bay

Originally constructed in 1907, this building was in dire need of restoration. Plywood, vinyl siding, and/or concrete block hid the original façade. The sides of the buildings had been exposed to damage as neighboring buildings were demolished. The brick on both the north and south sides of the building showed signs of extreme



*331-335 North Broadway before renovation*



*331-335 North Broadway after renovation*

weathering. Removal of the plywood on the façade exposed original transom windows that needed only minimal repairs. The exterior was cleaned, and the brick on the front and north side was tuckpointed. Pedestrian-friendly elements were added to the rear of the building. The restoration of the interior was completed in August 2000, and the work on the interior, which included repair of the original tin ceilings and wood floors, was completed in December 2000. This building, which used to house bars and a coffeehouse, is now attracting offices and retail stores as tenants. This project infused more than \$500,000 of private funds into Green Bay's On Broadway District, and attracted new businesses and developers.

**Honorable Mention:** Nancy Kies, Platteville

When building owner Nancy Kies decided to renovate this building the vinyl siding was removed to reveal much of the original

store front. Then the panels, roof, flooring, porch support beams as well as the siding on the upper level were all replaced. The roof drainage problems were addressed by installing a new drain pipe and heat tape. The structure was then primed and painted using historic colors. The impact of this renovation has been far reaching. This project increases pedestrian safety and downtown retail activity as well as enhancing the historic fabric of the downtown. The total cost of this rehabilitation was \$12,000.

## Best Downtown Public Improvement Project

*Recognizes the municipality or the Main Street organization that has designed and implemented the most attractive, functional, and sympathetic public improvements in the downtown.*

**Winner:** The Pewaukee Lakefront Redevelopment Project, Village of Pewaukee

The Village of Pewaukee began planning the redevelopment of the Pewaukee Lakefront during the mid-1990s. A series of community meetings were held to secure input from a variety of individuals and interested groups. Construction began during the summer of 1999. A grand opening ceremony was held in June 2000. This \$1.3 million project included new infrastructure, a beach house/concession stand, a kiosk, benches, lighting, new railings, trash receptacles, banners, wider sidewalks, terraced seating, landscaping and a wider beach. A new angled parking system was added on the East Side of Wisconsin Avenue along the lakefront. A municipal parking lot was added off Capitol Drive at a cost of an additional \$75,000. In August, a bike rack and additional trash receptacles were purchased for \$6000. Additional parking lot landscaping and fencing is slated for spring 2001.



## 2001 Main Street Awards

### Best Historic Rehabilitation Project

*Recognizes the individual or business that has completed an outstanding historic rehabilitation project. It is judged on design quality and impact in the downtown.*

**Winner:** The Hen's Roost, Waupaca

This building, a boarded up empty storefront previous to its restoration, once housed a shoe builder and repair shop. It is now home to Dianne Vesser's new business that features arts, crafts, and instructional lessons. Wisconsin Main Street provided a sketch for this project based on historic photographs. Extensive work was done on the exterior of the building. The glass was replaced to match historic photographs. The original front doors and much of the original hardware was restored and refinished. New 6" bevel siding replaced inappropriate materials that had been applied to the façade. A new flush mounted sign was put in place. Significant work occurred on the interior as well. The original wainscoting, wood flooring, and ceiling were restored. The windows were uncovered and replaced. Total cost of the project was \$15,000, which included a \$1,000 Main Street Waupaca Design Committee façade improvement grant.

### Best Historic Preservation Project

*Recognizes outstanding achievement in the area of historic preservation planning. This includes conducting historic building surveys, nominating a district to the National Register of Historic Places, developing a historic walking tour, or organizing to save a community landmark.*

**Winner:** The Associates to Restore the Temple Theater in Viroqua for Listing the Temple Theater on the State and National Register of Historic Places and for raising \$800,000 toward restoration.

Thanks to the diligence and dedication of the Associates to Restore the Temple Theater (ARTT) the restoration of Viroqua's Temple Theater began in April and will continue through much of 2001. The auditorium and lobby will be returned to their original 1922 Classic Revival style. The Temple Theater has already been listed on the State and National Registers of Historic Places. In November 1999, ARTT volunteers began the daunting task of raising \$800,000 in donations and pledges by December 31, 2000 to qualify for a \$400,000 challenge grant from the Jeffris Family Foundation. They crossed the \$800,000 mark before Christmas 2000.

**Honorable Mention:** The Osceola Design Committee for listing the Osceola Commercial Historic District and the 1916 Soo Line Depot on the State and National Register of Historic Places

The Osceola Main Street Program Design Committee, working with Barbara Kooiman from the Mississippi Valley Archeology Center, La Crosse, successfully listed the 1916 Soo Line Depot and the Downtown Osceola Business District along Cascade Street from 1st to 3rd Avenue on the State and National Registers of Historic Places in 2000. The Wisconsin State Historical Society informed Osceola that its commercial district was the first one ever reviewed that did not receive any opposition from affected business owners. All 21 contributing buildings within the district are now eligible for historic preservation tax credits.

**Honorable Mention:** "A Portrait of Ripon," Ripon Main Street

"A Portrait of Ripon" is a collection of historic photos from Ripon's first 100 years. The hardbound book, co-authored by David Sakrison and Harry Heileman, with over 375 photographs. The authors volunteered most of their time to help offset production expenses. Ripon Community

Publications, which printed the 1,500 books, also donated time and materials to the project. This book not only preserves and promotes the historic record but also has the potential to further the local historic preservation ethic.

**Honorable Mention:** The Two Rivers Design Committee for listing the Two Rivers Central Park Historic District on the State and National Register of Historic Places

The Two Rivers Central Park Historic District was listed on the State and National Register of Historic Places in 2000. A 10-member historic research committee, a subcommittee of the Two Rivers Design Committee, began researching historic buildings to develop a historic district in 1998. Two Rivers Main Street invested \$3,650 to hire consultant Carol Cartwright to write the nominating papers. Design Committee volunteers saved the program more than \$3,000 through their pre-nomination research.

### Community Graduation Award

*This community has completed their five-year training in downtown revitalization.*

On Broadway, Inc., OBI, Green Bay OBI is Wisconsin's first urban neighborhood district. Acting as a model Main Street community, OBI has transformed a previously neglected neighborhood to an emerging commercial district. In its first four years with the program, OBI has welcomed 51 new businesses and rehabilitated 30 buildings. With the help of talented and visionary leaders, OBI has coordinated various promotional events such as A Taste of Broadway, International Fest, and Blue Grass & Blues. OBI has introduced an impressive marketing campaign and completed a major streetscape project. The efforts of these volunteers, combined with the continuous support from Green Bay Mayor Paul Jadin, have resulted in 17 public improvement projects, three new construction projects and total investment of \$28.7 million.



## 2000 Wisconsin Main Street Volunteers of the Year

Will Postma, Algoma  
Adrianna Straw, Antigo  
Josie Mielke, Beloit  
Jeanette Kertis, Black River Falls  
Becky Johnson, Blanchardville  
Nancy Zimbric, Chippewa Falls  
Don Warren, Columbus  
Wendy Wimberger, Crandon  
Rick Nell, De Pere  
Ron Dentinger, Dodgeville  
Kurt Hartwig, Eagle River  
Steve Broniarczyk, Green Bay  
Bernie Huettl, Marshfield  
Dorothy Palzkill, Mineral Point  
Larry Kytola, Osceola  
Deb Nowak & Karen Patrick, Pewaukee  
Dave Zmina, Platteville  
Shelly Schoening, Rice Lake  
Dick Neuman, Richland Center  
David Sakrison, Ripon  
Tom Keyes, Sheboygan Falls  
Kristi Roenning, Sturgeon Bay  
Gerald Krueger, Tigerton\*  
Dennis Vogel, Two Rivers  
Mark Brueggen, Viroqua  
Preston & Edith DeHamer, Waupaca  
Alan Vailliancourt, Watertown  
Karen Butz, West Bend

\* Honorary Captain

## 2000 Wisconsin Main Street Honorary Board of Directors

Lynn Truckey, Algoma  
Kay Solitto, Antigo  
Sharon Burnett, Beloit  
MaryAnn McDonald, Black River Falls  
Kevin Larson, Blanchardville  
David H. Raihle, Jr., Chippewa Falls  
JoAnn De Nure, Columbus  
Sandy Frank, Crandon  
Sandi Walch, De Pere  
Mary Hull, Dodgeville  
Dick Hansen, Eagle River  
Dee Geurts-Bengtson, Green Bay  
Patty Huettl, Marshfield  
Shirley Wallace, Mineral Point  
Sharon O'Rourke, Osceola  
Ann Wells, Pewaukee  
Cindy Tang, Platteville  
Rick Vesper, Rice Lake\*  
Wava Haney, Richland Center  
Victor Roeder III, VisionCare Assoc., Ripon  
Steve Schmitt, Sheboygan Falls  
Mitch Wise, Sturgeon Bay  
Marie Tauferner, Tigerton  
Rich Greenwood, Two Rivers  
Lynn Fortun, Viroqua  
Carol Bohlman, Watertown  
Liz Stange, Waupaca  
James Muehlbauer, West Bend

\*Honorary Captain

## Main Street Manager Years of Service Awards

### One Year of Service

Steve Sollien, Black River Falls  
Cheryl Zmina, Platteville  
Donna Baldwin-Haut, Pewaukee  
Nancy Verstrate, Sheboygan Falls  
Karen Thornton, Green Bay

### Two Years of Service

Joni Herren, Dodgeville  
Rita Fritz, Eagle River  
Virginia Kauffman, Tigerton  
Theresa Fuerbringer, West Bend

### Three Years of Service

Amy Charles, Blanchardville  
Gene Hackbarth, De Pere  
Pat Kytola, Osceola  
Becky McKee, Sturgeon Bay

### Four Years of Service

Lori Dehlinger, Waupaca

### Five Years of Service

Judy Goodson, Columbus  
Kathy Wellsandt, Rice Lake

### Seven Years of Service

Sheila Ashbeck-Nyberg, Marshfield  
Ingrid Mahan, Viroqua

### Nine Years of Service

Craig Tebon, Ripon  
Jim Schuh, Chippewa Falls  
Mike Ascher, Two Rivers

### Twelve Years of Service

Andrew Janke, Beloit

## Community Spirit Award

*Recognizes an individual, committee, or organization that has made a genuine impact on the Main Street Program at the state level in addition to the local level, and exhibits an overall enthusiasm and ability to make downtown revitalization a true priority.*

### Winner: Main Street Waupaca

Waupaca joined the Main Street Program in 1996. The local program established itself as a major proponent of economic development in the community. The Main Street Program originated Riverfest, a quality special event for the downtown. Proceeds from Riverfest are going to an upcoming River View park improvement project. Waupaca's Book Festival is also a new and growing special event. In addition, downtown business owners have completed several façade rehabilitations. In April, Waupaca proudly announced that all the downtown storefronts are occupied thanks in large part to the Main Street Program.



*Waupaca Awards Attendees*



## Employment Opportunities

### Downtown Beloit Association, Executive Director

The City of Beloit, WI (pop. 36,000), an economically and culturally diverse community, is seeking an Executive Director of the Downtown Beloit Association to manage its established and award winning downtown revitalization program. The Director will work closely with the board of directors, local government, and the downtown business community. Responsibilities include program administration, fund-raising, tracking and reporting, promotion and special events, parking management, implementing public improvement plans, managing investment incentives programs, private design consultation, business recruitment and retention, and community organization outreach.

#### Qualifications

Ideal candidates will have planning, marketing, community or economic development experience in one or more of the following areas: downtown or community development, volunteer relations,

nonprofit administration, design, architecture, historic preservation, retailing, merchant relations, small business and/or entrepreneurial experience. Applications must be able to demonstrate initiative and self-motivation. Prior Main Street or Downtown Management experience is highly desirable. Excellent verbal, written and interpersonal communication skills are essential, as is an ability to work cooperatively with public and private sectors, volunteers and leaders. Paid health and dental, prescription drug card, and Wisconsin Retirement System. Salary: \$40's, depending on qualifications and experience.

**Send resume to:** City of Beloit, Personnel Department, 100 State Street, Beloit WI 53511.

The City of Beloit is an Equal Opportunity Employer.

### Two Rivers Main Street, Inc. Program Manager

The Two Rivers Main Street, Inc., a 501(c)(3) non-profit corporation, is looking for a program manager to work within the framework of the National Main Street's Four Point Approach to downtown revitalization. The successful candidate will be responsible for the management of more than seventy volunteers.

Qualifications: Prior Main Street or downtown management experience is desirable. Verbal, written and interpersonal skills are essential. Computer experience is necessary. Need to demonstrate the ability to work effectively with the public and private sectors, volunteers and community leaders and manage an office staff of employees and volunteers. He or she should have experience in some of the following areas: planning, marketing, downtown/community development, retailing, small business or entrepreneurial experience, business assistance, business plan development, real estate development, business recruitment and retention, community outreach, volunteer training and management, non-profit administration, design, architecture, historic preservation, fund raising, grant writing, tracking activities, and initiating public and private improvement plans. (Training sessions are available and are a program requirement.) Salary dependent upon experience and qualifications. Some benefits available.

Contact us for information: (920) 794-1482, [mainstreet@lakefield.net](mailto:mainstreet@lakefield.net) or [www.trmainstreet.org](http://www.trmainstreet.org)

**Send resume to:** Two Rivers Main Street, PO Box 417, Two Rivers WI 54241.



201 West Washington Avenue

P.O. Box 7970  
Madison, WI 53707-7970

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